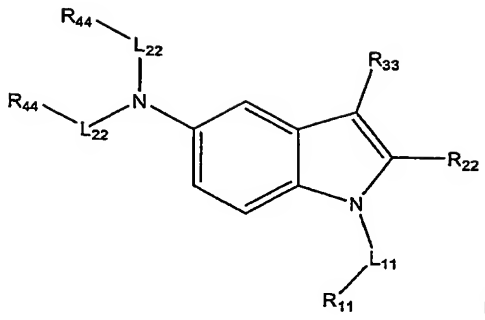
We claim:

1. A compound of formula (I):



(I)

or a pharmaceutically acceptable salt thereof, wherein:

L^{11} is carboxyl, or a covalent bond when R^{11} is H;

R^{11} is H except when L^{11} is carboxyl, phenyl substituted with 1-3 R^{50}, or C_{4-6}-heteroaryl containing 1-3 heteroatoms selected from the group N, S, and O and substituted with 1-3 R^{50};

R^{22} is H, or C_{1-6} alkyl, such as CH_3, t-butyl, or neo-pentyl;

R^{33} is H, CH_3 or C_{1-3} alkyl;

each L^{22} is independently carboxyl (C(O)), C_{1-4} alkyl, C_{1-4} alkylC(O) or a covalent bond;

each R^{44} is independently H, optionally substituted C_{1-6} alkyl, optionally substituted C_{3-7} cycloalkyl, optionally substituted C_{3-7} heterocycloalkyl containing at least one N, O or S atom, C_{3-7} cycloalkanone, optionally substituted C_{3-7} monocyclic or C_{7-13} bicyclic aryl, optionally substituted C_{3-6} monocyclic or C_{5-13} bicyclic heteroaryl containing at least one N, O, or S atom, or optionally substituted C_{3-6} monocyclic or C_{5-13} bicyclic heterocycle containing at least one N, O, or S atom, wherein said optional substitutions are one to four R^6 groups;

each R^{50} is independently H, halo, Cl, F, CF_3, C_1-C_3 per fluoro, C_1-C_3 perhalo, -OC_1-C_3 perhalo, NO_2, CH_3, R^7, -OCH_3, -OR^7, -SR^7, -CN, -NHR^7, -$N(R^7)_2$, -$CON(H)R^{23}CON(R^7)_2$, -$R^{23}N(H)R^7$, -$R^{23}N(R^7)_2$;

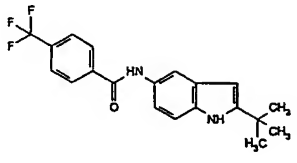
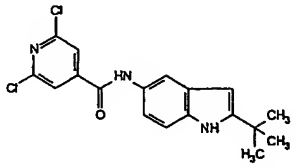
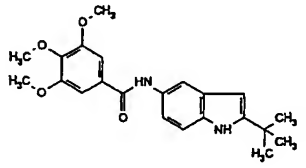
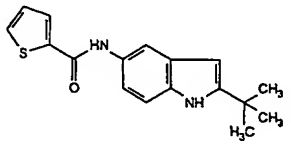
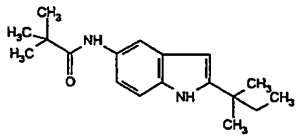
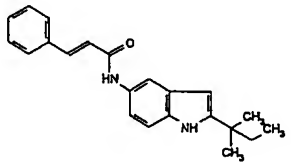
each R^6 is independently H, halo, Cl, F, $-CF_3$, $-NO_2$, $-R^{50}$, $-SR^{50}$, $-OR^{50}$, -CN, $N(R^{50})_2$, $-C(O)R^{50}$, $-R^{23}C(O)R^{50}$, $-CON(R^{50})_2$, C_4-C_6 cycloalkyl, C_{3-7} cycloalkanone, C_{4-6} cycloalkylamine, C_{3-6} monocyclic or C_{5-13} bicyclic heteroaryl containing at least one N, O, or S atoms or a C_6-C_{12} monocyclic or bicyclic heterocycle containing at least one N, O, or 5 atom;

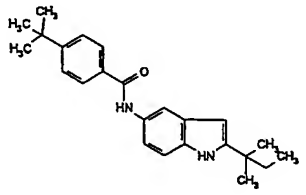
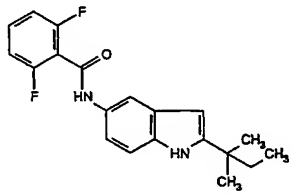
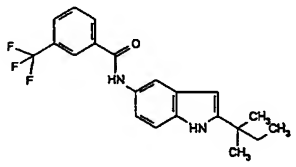
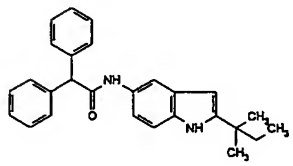
R^7 is H, halo or C_{1-6} alkyl;

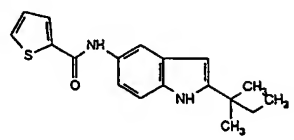
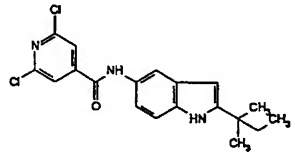
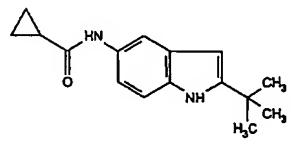
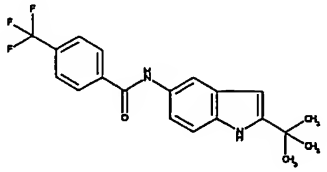
R^{23} is a bond or is C_1-C_6 alkyl;

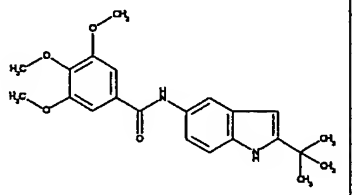
with the proviso that R^{22} is not CH_3 when R^{11} is H;

with the further proviso that the compound is not:

278	
279	
280	
281	
282	
283	

284	
285	
286	
287	

288	
289	
290	
278	

280	

2. A compound according to claim 1 wherein at least one L^{22} is carboxyl.

3. A compound according to claim 2 wherein the R^{44} attached to said at least one L^{22} carboxyl is optionally substituted C_{1-6} alkyl, optionally substituted C_{3-7} cycloalkyl, optionally substituted C_{3-7} heterocycloalkyl containing at least one N, O or S atom, C_{3-7} cycloalkanone, optionally substituted C_{5-7} monocyclic or C_{3-13} bicyclic aryl, optionally substituted C_{3-6} monocyclic or C_{5-13} bicyclic heteroaryl containing at least one N, O, or S atom, or optionally substituted C_3-C_{13} monocyclic or bicyclic heterocycle containing at least one N, O, or S atom.

4. A compound according to claim 4 wherein R^{44} is optionally substituted C_{3-7} cycloalkyl, optionally substituted C_{3-7} heterocycloalkyl containing at least one N, O or S atom, optionally substituted C_{5-7} monocyclic aryl, or optionally substituted C_{3-6} monocyclic heteroaryl containing at least one N, O, or S.

5. A compound according to claim 3 wherein R^{44} is optionally substituted C_{3-7} cycloalkyl, optionally substituted C_{5-7} monocyclic aryl, or optionally substituted C_{3-6} monocyclic heteroaryl containing at least one N, O, or S.

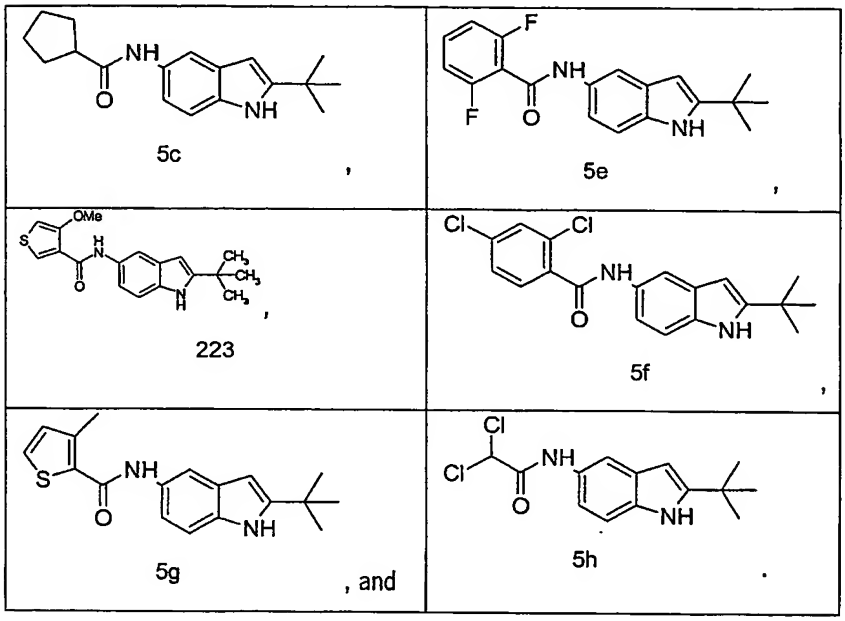
6. A compound according to claim 1 wherein R^{22} is t-butyl or Neopentyl.wherein R^{11} is H.

7. A compound according to claim 6 wherein R^{33} is H.

8. A compound according to claim 5 wherein R^{22} is t-butyl.

9. A compound according to claim 8 wherein R^{33} is H.

10. A compound according to claim 1 wherein said compound is selected from the group consisting of:



5c , 5e , 223 , 5f , 5g , and 5h .

11. A compound according to claim 5 wherein R^{22} is neo-pentyl.

12. A compound according to claim 11 wherein R^{33} is H.

13. A compound according to claim 1 wherein L^{11} is carboxyl.

14. A compound according to claim 13 wherein R^{11} is Phenyl or Pyridyl.

15. A compound according to claim 3 wherein L^{11} is carboxyl.

16. A compound according to claim 15 wherein R^{11} is Phenyl or Pyridyl.

17. A compound according to claim 16 wherein R^{22} is CH_3.

18. A compound according to claim 17 wherein R^{33} is H or CH_3.

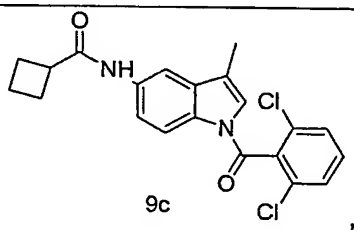
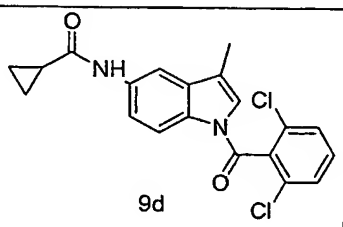
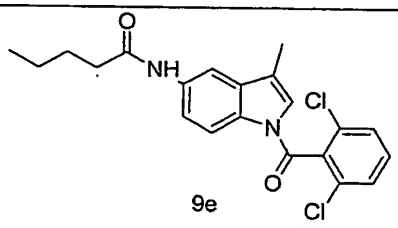
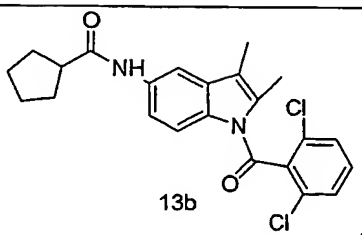
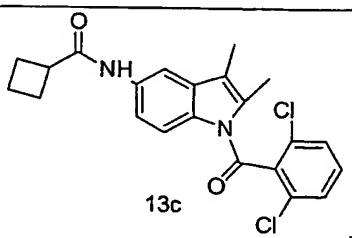
19. A compound according to claim 16 wherein R^{11} is substituted with one or two substitutents independently selected from halo, Cl, F, CF_3, CH_3 or -OCH_3.

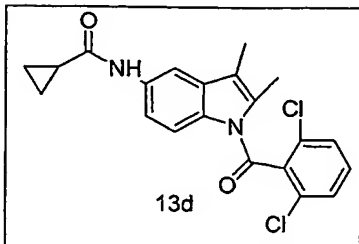
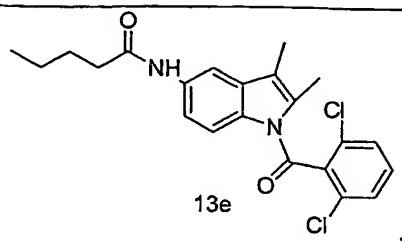
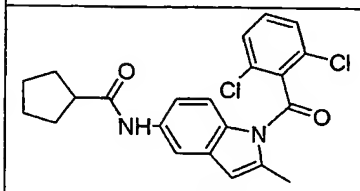
20. A compound according to claim 19 wherein R^{22} is CH_3.

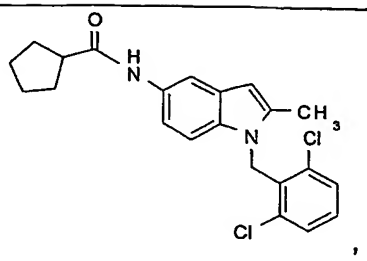
21. A compound according to claim 19 wherein R^{33} is H or CH_3.

22. A compound according to claim 20 wherein R^{33} is H or CH_3.

23. A compound according to claim 1 selected from the group consisting of:

5-(Cyclopentanecarbonyl)amino-1-(2',6'-dichlorobenzoyl)-3-methylindole,	 9c ,
 9d ,	 9e ,
 13b ,	 13c ,

 13d ,	 13e ,
 16a-1 ,	1-(2',6'-Dichlorobenzoyl)-5-(4-methoxy-3-thiophenylcarbonyl)amino-2-methylindole,
1-(2',6'-Dichlorobenzoyl)-5-(3-pyridyl-2-acetamido)-2-methylindole,	5-Cyclohexanecarbonylamino-1-(2',6'-dichlorobenzoyl)-2-methylindole,
5-Cyclobutanecarbonylamino-1-(2',6'-dichlorobenzoyl)-2-methylindole,	1-(2',6'-Dichlorobenzoyl)-5-(3-methyl-2-thiophenylcarbonyl)amino-2-methylindole,
1-(2',6'-Dichlorobenzoyl)-5-(2-ethylbutanoyl)amino-2-methylindole,	1-(2',6'-Dichlorobenzoyl)-5-(2-methylpropanoyl)amino-2-methylindole,
1-(2'-Chloro-6'-fluorobenzoyl)-5-Cyclohexanecarbonylamino-2-methylindole,	1-(2'-Chloro-6'-fluorobenzoyl)-5-cyclobutanecarbonylamino-2-methylindole,
1-(2'-Chloro-6'-fluorobenzoyl)-5-cyclopropanecarbonylamino-2-methylindole,	1-(2'-Chloro-6'-fluorobenzoyl)-5-cyclopentanecarbonylamino-2-methylindole,
1-(2'-Chloro-6'-fluorobenzoyl)-5-(3-oxo-1-cyclopentanecarbonyl)amino-2-methylindole,	1-(2',6'-Dichlorobenzoyl)-5-(2-methylbutanoyl)amino-2-methylindole,
1-(2',6'-Dichlorobenzoyl)-5-(n-pentanoyl)amino-2-methylindole,	1-(2',6'-Dimethoxybenzoyl)-5-(3-oxo-1-cyclopentanecarbonyl)amino-2-methylindole,
1-(2',6'-Dichlorobenzoyl)-5-(3-oxo-1-cyclopentanecarbonyl)amino-2-methylindole,	1-(2'-Fluoro-6'-trifluoromethylbenzoyl)-5-(3-oxo-1-cyclopentanecarbonyl)amino-2-methylindole,
5-Cyclopropanecarbonylamino-1-(2',6'-difluorobenzoyl)-2-methylindole,	5-Cyclopentanecarbonylamino-1-(2',6'-difluorobenzoyl)-2-methylindole,

5-Cyclobutanecarbonylamino-1-(2',6'-difluorobenzoyl)-2-methylindole,	
1-(2'-Chlorobenzoyl)-5-cyclopentanecarbonylamino-2-methylindole,	1-(o-Anisoyl)-5-cyclopentanecarbonylamino-2-methylindole,
5-Cyclopentanecarbonylamino-1-(2',6'-dichloro-4'-pyridylcarbonyl)-2-methylindole,	
1-(2',6'-Dichloro-4-pyridylcarbonyl)-5-(3-oxo-1-cyclopentanecarbonyl)amino-2-methylindole, and	5-Cyclohexanecarbonylamino-1-(2',6'-dimethylbenzoyl)-2-methylindole.

24. A compound according to any one of claims 1-23 wherein at least one L^{22} is a bond and the R^{44} attached thereto is H.

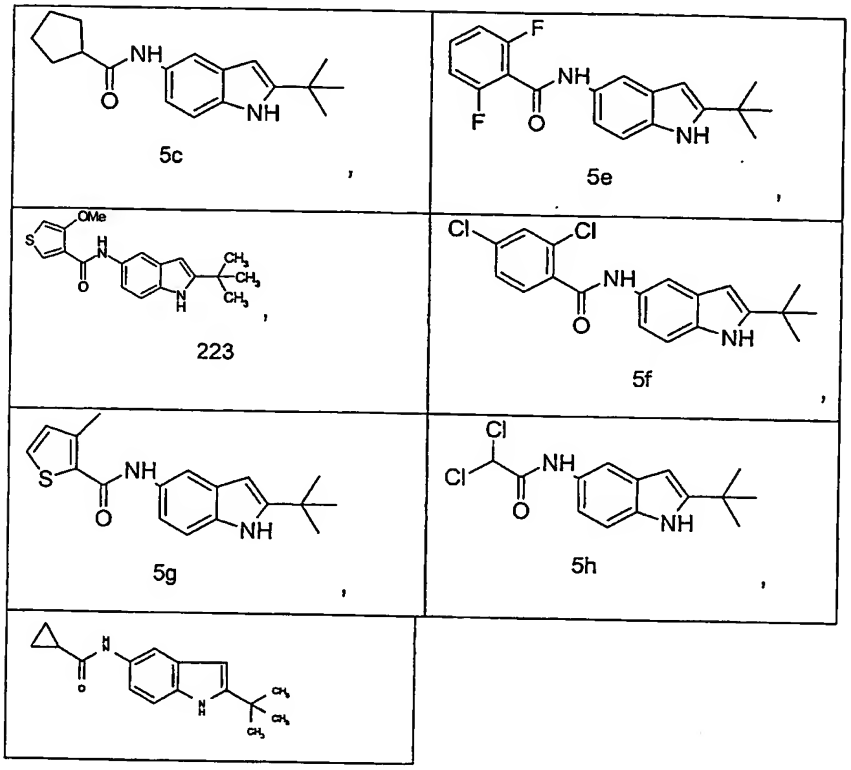
25. A pharmaceutical composition comprising a compound according to claim 1 and a pharmaceutically acceptable carrier, excipient, or diluent.

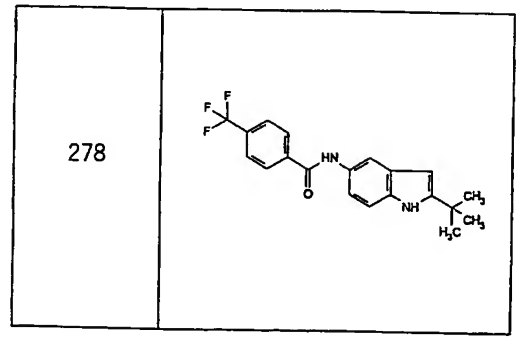
26. A pharmaceutical composition according to claim 25 wherein for said compound at least one L^{22} is carboxyl.

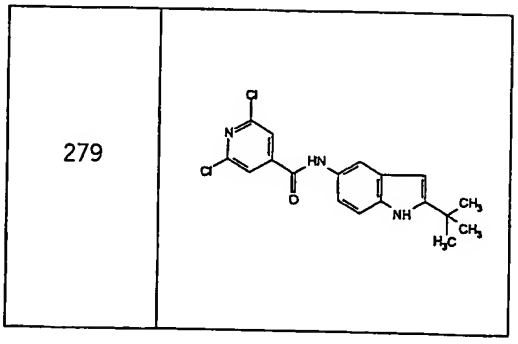
27. A pharmaceutical composition according to claim 26 wherein for said compound the R^{44} attached to said at least one L^{22} carboxyl is optionally substituted C_{1-6} alkyl, optionally substituted C_{3-7} cycloalkyl, optionally substituted C_{3-7} heterocycloalkyl containing at least one N, O or S atom, C_{3-7} cycloalkanone, optionally substituted C_{5-7} monocyclic or C_{3-13} bicyclic aryl, optionally substituted C_{3-6} monocyclic or C_{5-13} bicyclic heteroaryl containing at least one N, O, or S atom, or optionally substituted C_3-C_{13} monocyclic or bicyclic heterocycle containing at least one N, O, or S atom.

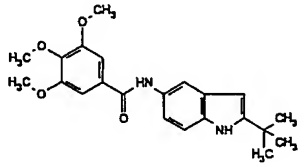
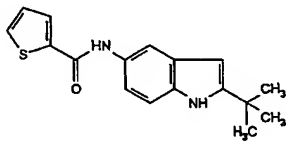
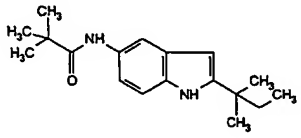
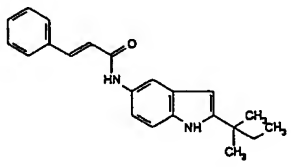
28. A pharmaceutical composition according to claim 27 wherein for said compound R^{22} is t-butyl or neo-pentyl.

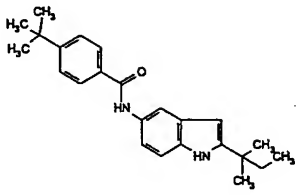
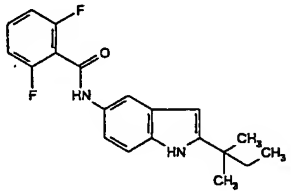
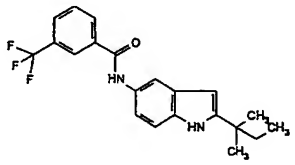
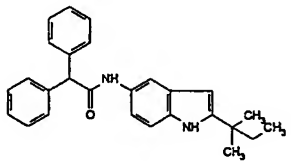
29. A pharmaceutical composition according to claim 28 wherein said compound is selected from the group consisting of:

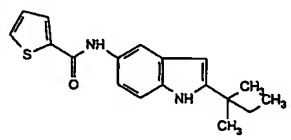
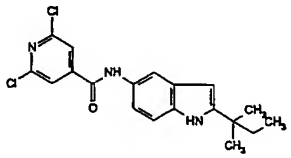
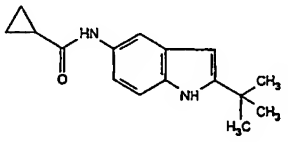
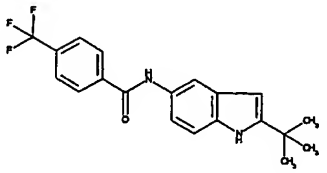


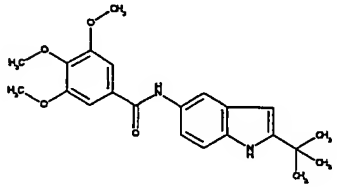




280	
281	
282	
283	

284	
285	
286	
287	

288	
289	
290	
278	

280	

30. A pharmaceutical composition according to claim 27 wherein for said compound L^{11} is carboxyl.

31. A pharmaceutical composition according to claim 30 wherein for said compound R^{11} is Phenyl or Pyridyl.

32. A pharmaceutical composition according to claim 31 wherein for said compound R^{22} is CH3.

33. A pharmaceutical composition according to claim 32 wherein for said compound R^{33} is H or CH3.

34. A pharmaceutical composition according to claim 31 wherein for said compound R^{33} is H or CH3.

35. A pharmaceutical composition according to any one of claims 25-34 wherein for said compound at least one L^{22} is a bond and the R^{44} attached thereto is H.

36. A method of inhibiting hepatitis C virus (HCV) proliferation comprising contacting and HCV infected cell with a compound according to any one of Claims 1-23.

37. A method of inhibiting hepatitis C virus (HCV) proliferation comprising contacting and HCV infected cell with a compound according to Claim 24.

38. A method of treating a mammal infected with HCV, said method comprising administering to said mammal a therapeutically effective amount of a composition according to any one of Claims 25-34.

39. A method of treating a mammal infected with HCV, said method comprising administering to said mammal a therapeutically effective amount of a composition according to Claim 35.

40. The method of Claim 38, wherein said mammal is a human.

41. The method of Claim 39, wherein said mammal is a human.